



STATEMENT



This audience report details print and digital distribution for GRAPHICS PRO, based on industry-specific viewership. This report is produced monthly to provide certified data that is current and accurate, consistent with the integrity of the publisher's delivery and reporting protocols and disciplines.

The publisher collects specific business demographic detail for each individual recipient, renewable every two years. These criteria are used to determine audience distribution eligibility.

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Magazine Highlights



Copies distributed in excess of guaranteed delivery may vary; those additional copies are considered bonus distribution and are not included in the logic to determine advertising guarantees.



Electronic copies are sent consistent with standards set by the CAN-SPAM Act of 2003.



Printed copies follow USPS Periodicals mailing guidelines and are reported and published annually with the publication's Statement of Ownership, in addition to the report herein.

September 2023 Issue Breakdown

102,146 total recipients served this issue.

15,000

87,146

Print copies delivered through USPS channels to subscribers & industry suppliers.

Digital copies delivered through electronic channels to subscribers and industry suppliers (did not receive the print copy).



BONUS DISTRIBUTION

40

Event Copies

TOTAL DISTRIBUTION

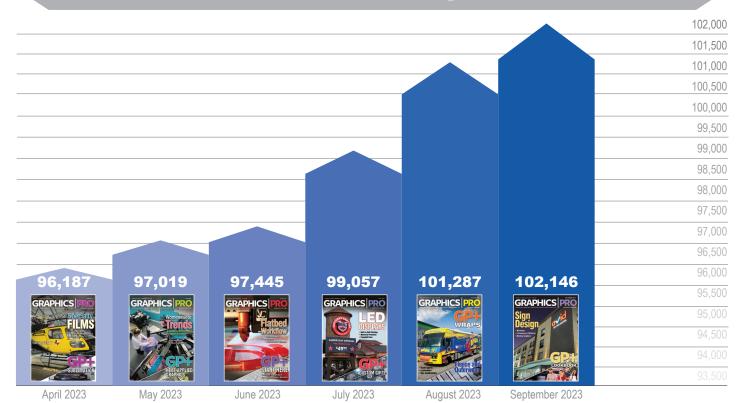
102,186

*In addition to the above digital numbers, 7,402 individuals received both the print and digital copies but are counted only once, as part of the print totals. These recipients meet publisher's audience criteria.





At A Glance: 6-Month Total Magazine Distribution



Representative Audience Demographics

Areas of Business Activities

Apparel - for Decoration/Embellishment	62.8%
Architectural/Wayfinding/Interior Signage	22.4%
Awards/Trophies/Plaques	25.7%
Channel Letters/Electric Sign Cabinets	13.9%
Commercial Signs/Banners	38.9%
Digital Printing - Direct-to-Substrate/Garment	45.9%
Digital Printing/Finishing-Wide Format	39.8%
Embroidery/Monogramming/Appliqué	40.5%
Engraving - Laser	36.6%
Engraving - Rotary	20.3%
Exhibit/Trade Show Display/Retail Display/Point of Sale (Fabricator)	18.4%
Heat-Applied Graphics/Heat Transfers	48.1%
LED Lighting/LED Signs/LED Components	17.6%
Personalized Products/Gifts	42.0%
Promotional Products (Distributor/Sales/Broker/Retailer)	35.2%
Rubber Stamps/Marking Devices	13.1%
Sandcarving/Etching - Decorative	11.7%
Screen Printing (Apparel/Headwear/Towels/Bags/Accessories)	41.0%
Specialty Graphics And Printing (Non-Wearable/Industrial/Commercial)	27.3%
Sublimation - Large Format (more than 44")	21.4%
Sublimation - Small Format (44" or less)	40.8%
Vehicle Graphics/Wraps	29.1%
Wholesale Services to the Trade: Shop-to-Shop; Contract Printing/Decorating/Embellishment	24.2%
Supplier Personnel	3.0%

Date: SEPTEMBER 2023

I certify that this information is correct and complete.

Matthew Conroy
President & CEO

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